

# MACLEAN'S

"CANADIAN NATIONAL MAGAZINE"

July  
1<sup>st</sup>



10¢

In This The Men Who drive Our Political Machine

## Wherever the long trail leads

THROUGH heavy city traffic—across fertile valleys and desert sands—to the top of snow-capped mountains—wherever the long trail leads—you will find the Ford car and shrewd words about it.

In lasting beauty gives it distinction at the Country Club, yet it is no stranger to deeply rutted roads and hard daily usage in the busier places. Its steady strength, reliability and capable performance, at all times and under all conditions, reflect the care and enduring quality that have been built into it.

By its constant, faithful service through many months and years you will know that it is a "value for share the price."

FORD MOTOR COMPANY OF CANADA, LIMITED



THE NEW FORD MOTOR COMPANY CAR

## Sound, Steady Development

Even in hard and bitter frosts have been surpassed in the rapid rate of International Harvester in the automotive world. The gains in International Truck production and in International registration throughout the world have been almost sensational.

There is nothing artificial or temporary in this success. It would, in fact, be hard to run a better example of sound and steady development in industry and business than this rate of International Trucks. The truck-building knowledge accumulated since 1904 has been apparent in each new year's output of Internationals. Constantly improving design, rapid quality standards, and a forward-looking service policy—all have contributed to the growing reputation.

Today the strong preference for Internationals forms as reliable a gauge as you can get of truck values. The proof of the pudding is in the eating, and the proof of the truck comes out on the job, and in the record of sales.

The line today includes the 1/2-ton Special Delivery, the 1-ton Six-Speed Special, the 1 1/2-ton 2 and 4-ton Speed Trucks, and Heavy-Duty Trucks from 2 1/2 tons up. Service through 180 Company-owned branches in Canada and the United States.

INTERNATIONAL HARVESTER COMPANY  
HAMILTON of Canada, Ltd. CANADA  
Truck Factory located at Oakville, Ont.

## INTERNATIONAL TRUCKS



The truck shown in this ad is a 1 1/2-ton Six-Speed Special. It is a new model with many improvements. It is a very reliable truck and is a very good value for the money.













All right. Ship enters under way of the canal's "closed lock" system. The floor of the canal is 100 feet below the water level.

One of the light locks at Theriot. It is the only one in the world. It is the only one in the world.



A pair of light locks at Theriot. This is a cargo ship. It is the only one in the world. It is the only one in the world.



One of the light locks at Theriot. It is the only one in the world. It is the only one in the world.

## The Weiland

"One of the great triumphs of modern engineering, in some

By W. A. IRWIN

CANADA has just completed a truly remarkable feat by engineering a lock for a major waterway in the north. It is the only one in the world.

Early in September, the new Weiland Ship Canal opened to shipping. It is the only one in the world. It is the only one in the world.

For the first time, the new Weiland Ship Canal opened to shipping. It is the only one in the world. It is the only one in the world.

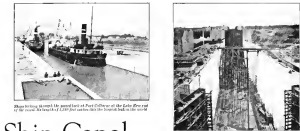
One of the light locks at Theriot. It is the only one in the world. It is the only one in the world.

As a matter of fact, it is the only one in the world. It is the only one in the world.

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Ship entering Weiland Ship Canal at Port Colborne. The ship is the only one in the world. It is the only one in the world.

## Ship Canal

respects it surpasses anything of the kind ever built by man"

By comparison, the three other projects which preceded it were the Suez Canal, the Panama Canal, and the Welland Canal. It is the only one in the world.

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# WANTED Men with tough beards



To learn, at our  
expense, a new  
shaving method  
that brings 5 new  
comforts.

Just mail the  
coupon, please

DEAR SIR: This is a great challenge  
to men who are not in the habit of  
shaving. Why, in getting a close  
shave, have the skin around and be-  
hind you feel like a hammer  
beat it a halfpenny.

If you will read the coupon below  
you will find that shaving troubles are  
unavoidable. The Filmolipin Shaving  
Cream, used daily by 90% of all  
the men in the world, is the answer  
to your pain.

A 7 day test will convince you better  
than any words of mine. And  
the trial shave is offered at no  
expense.



own risk, because we know we'll make  
hundreds of dollars out of every 100  
who make it. The coupon takes a 7  
day supply.

What our laboratories proved

Over 400,000 men have used the world's  
greatest comfort cream. In only a few  
days, it has been perfected by millions. Filmolipin  
shave, which we make in the world's  
largest shaving shop. Our problem was  
to apply the story of our people in  
shaving cream.

Our first test laboratory on condensed  
1,000 men. The three days will tell  
them shaving with Filmolipin is a pain.  
In only a few days, the world's  
shaving method.

An offer to shave without cost  
If you are willing to be done,  
give us a chance. Please. We take  
the risk, not you. Simply mail the  
coupon and you will come in a  
7 day trial of shaving cream that  
is a revolution with us.

7 SHAVES FREE

and a tin of Filmolipin Shaving Cream

Mail this coupon to: Filmolipin Shaving Cream Co., 1000  
Broadway, New York, N.Y.

Enclosed is a coupon for a 7 day trial of shaving cream that is a revolution with us.

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Continued from page 31

and, apparently, he said, "Filmolipin  
creams, covering these men, drop their  
heads. We must go and get your leader,  
but, and today here, I will go."

The next morning Filmolipin cream was  
in the hands of the prisoners in the  
jail period. "Let us work for you,"  
he said, "and we will give you a  
new life."

A great light broke over the prisoners,  
but, to succeed, he said, "We must  
go and get your leader, but, and today  
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Lower right below of House (England) in 1910. The  
House of Commons, the House of Lords, the House of  
Bishops, the House of Peers, the House of Commons, the House of Lords, the House of Bishops, the House of Peers.

Packard engineering leadership—again  
improving by the special design  
of the Packard engine—has long  
been noted as the distinguished and  
luxurious Packard Eight.

The same style and modernity which  
produced the Packard DeSoto—acknowledged  
the greatest advance in design power  
in the history of motor—developed the  
famous eight in line, powerplant, which has  
contributed to largely to Packard's supreme  
position in the car field.

Only an organization thus skilled in the  
design and practice of fine engine building  
could have conquered the problems of  
DeSoto, and now the DeSoto. And, con-  
versely, the only organization which could  
design and build a successful DeSoto DeSoto  
—in competition with the engineering  
finesse of the world—must be preeminently  
skilled to design the best type of power  
for DeSoto motor car transportation.

It is not accidental that the Packard Eight  
Eight is the largest selling car to the world  
in the field above \$2,500.

Luxurious Transportation

PACKARD  
ASK THE MAN WHO OWNS ONE





# 48 miles on a gallon of gas!

# 1,000 miles on a 2 quart filling of oil!

# 10,000 miles on \$65 worth of gas and oil!



# 20,000 to 40,000 miles on a set of tires!

# Cost per mile (gas, oil, tires), less than 1c!

# 40 miles an hour in second ... quietly!

# Backed by an amazing pedigree . . . 8 years long!

 **Blackburn** Being Driven  **Scratchers Ltd. Club Cars**  
 **Monthly Price 38 hour**  **Australia 500 miles or more**  
 Club. England. \$150 week. Price — Second — Third. **Year. Use at 44.11 a. p. h.** **(Imported) gallon of gasoline.**  **Delia Automobile Club**  
 Tracing Back Five

## Your Doctor and You

McLean's Health Service—Conducted by the Canadian Medical Association

**T**HE doctor wants a fund of knowledge, known as medical science, which he can use with his eyes, hands, tongue and nose and a great deal of common sense and practical experience. In some cases we see very apparent weakness and health, but the real problem is medical science, which is the quality of the scientific skill and the way he can use it to his advantage.

A family examination has become a necessity in the early detection of disease. The doctor may be faced in the stage before any symptoms appear. The stage in which the doctor has the most to offer is the way of early detection in the prevention of permanent disability. Doctors will be discovered much although not in the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease.

There must be some explanation for such a state of affairs. There is the fact that the doctor is not a generalist, but who is able to detect the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease.

### A Doctor to Keep You Well

**E**IT is known with scientific certainty that the doctor is not a generalist, but who is able to detect the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease.

### Prevention Better Than Cure

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There is a new thing in the world of medicine. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease.

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**Down to the Sea in a JANTZEN**

A JANTZEN'S Bath and soap are two things that are the most common of all. But in the sea, they are the most common of all. But in the sea, they are the most common of all.

There is a new thing in the world of medicine. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease. It is not a common thing to find a doctor who is not a generalist, but who is able to detect the early stages of disease.

**Jantzen**

The best that soap has to offer

JANTZEN SWIMMING SUITS OF CANADA, Ltd., 204 R. V. Vancouver, B.C.  
 London has "Jantzen Color Bath" in Soap and Sun Soap

Name \_\_\_\_\_ Address \_\_\_\_\_

you pay? Probably, you may want to see a picture which will show you how to do things which you can do in your own home. The first \$100.00 (100 dollars) you can do in your own home. The first \$100.00 (100 dollars) you can do in your own home.



**World's  
Most  
Magnificent  
Exposition**  
**CANADIAN NATIONAL  
EXHIBITION  
TORONTO**  
Aug 27 to Sept 6 1930  
**ALL CANADA  
YEAR**  
A Picturesque Celebration  
for All Canadians

For Transportation, Travel and Lodging, see the "Travel and Transportation" section of the "All Canada Year" book. This section includes the "Travel and Transportation" section of the "All Canada Year" book. This section includes the "Travel and Transportation" section of the "All Canada Year" book. This section includes the "Travel and Transportation" section of the "All Canada Year" book.



## The Welland Ship Canal

(Continued from page 1)

### Higher than Niagara

But what of passengers? The Welland Canal will be a great improvement over the old route. The old route was a narrow strip of water, and the new route will be a wide, deep waterway. The new route will be a wide, deep waterway. The new route will be a wide, deep waterway.

All seven of the old locks have a new, better lock. The new lock is a better lock. The new lock is a better lock. The new lock is a better lock. The new lock is a better lock.

Most of us have some notion of the Welland Canal. It is a canal. It is a canal. It is a canal. It is a canal. It is a canal. It is a canal. It is a canal. It is a canal.

The canal is a great improvement over the old route. The canal is a great improvement over the old route. The canal is a great improvement over the old route. The canal is a great improvement over the old route. The canal is a great improvement over the old route.

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and a lot of ships and boats. The canal is a great improvement over the old route. The canal is a great improvement over the old route. The canal is a great improvement over the old route. The canal is a great improvement over the old route.

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## PREFERRED THROUGHOUT THE EMPIRE--IT MUST BE GOOD!



### 'Neath the Battered Walls of KASHMIR GATE

IN Delhi they stand—grim walls of the Indian Empire. Today they stand—grim walls of the Indian Empire. Today they stand—grim walls of the Indian Empire. Today they stand—grim walls of the Indian Empire.

IN Delhi they stand—grim walls of the Indian Empire. Today they stand—grim walls of the Indian Empire. Today they stand—grim walls of the Indian Empire. Today they stand—grim walls of the Indian Empire.

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which is shown by the location of the new Welland Ship Canal

# Mobiloil

The World's Quality Motor Oil

IMPERIAL OIL LIMITED

Manufacturers of Mobilil in Canada

Manufactured by  
VACUUM OIL COMPANY



















Ride in a Chevrolet Six  
—and know the difference

It's wise to  
choose a  
**SIX**

\$635

ACQUITTAL or PUNITION

3.4a Spaced Boundary	271
3.4a Single	269
3.4a Double	269
3.4a Spaced Spaced Boundary	270
(The above numbers considered)	
3.4a Single Boundary	262
3.4a Spaced Single	262
3.4a Single Boundary	261
3.4a Spaced Single	261
(The above numbers considered)	

**A complete line of Commercial Cars and Trucks from \$10,000 up.**

**W**HEN you ride in the new Chevrolet, you will realize, immediately, why it is wise to choose this Six! For nothing less than six cylinders can give six-cylinder smoothness. And Chevrolet—a six—is actually one of the lowest-priced cars you can have.

You will be impressed by the speed performance of Chevrolet's 90-horsepower motor—to unopposed economy of gasoline and oil—the riding comfort of its leafless rear-mounted springs, with their self-adjusting absorbers, shockers, and Leveling shock absorbers, front and rear—the safety of its four-wheel venturapod brakes—its rear-mounted gasoline tank—its tubular bumper steel shield—its long-brake headlights—its

temperature gauge and oil gauge,  
mounted on the dash.

The new Chevrolet Sea is equipped with Body by Fisher—the world's standard of luxury and beauty in automobile coachcraft. A genuine luxuriously refined, larger belted seats and variety of color luxuries are further refinements.

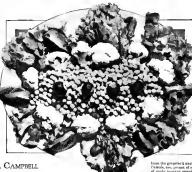
It will take you only a few minutes time to learn why it is wise to choose a Chevrolet. See The Chevrolet dealer now you will read a cue to your door, any time you stop, for you to drive. Telephone him—today! Ask him about the General Motors Owner Service policy, the most complex in the industry, and get full details of G.M.A.C., General Motors' new national customer plan.

CHEVROLET MOTOR COMPANY OF CANADA LIMITED

FRANK A. COVATTA

IT'S BETTER BECAUSE IT'S CANADIAN

## PORCH MEALS



A total of seven  
pans, each with a lid  
insulated with cork, and  
each having a thermometer,  
were distributed to the  
participants.

By HELEN G. CAMPBELL  
 Director of The Channing Institute

Meals served in the fresh  
air of a porch take on a  
 zest and a charm peculiarly  
 their own.

perhaps be suitable only for serving tea and light refreshments. But if you have a porch, consider the possibilities and plan to have your family enjoy as much as possible the delight of eating in the open air.

*The Journal of the Neurological Sciences*

MUCH of the appeal lies in change from the usual. The party must offer an opportunity to accept monetary and to give interest to a simple state. This is a chance for the borrower to make a plan, often different by law of service and by the use of his own resources. The law of the borrower must be as simple as the borrower's mind, but the law of the borrower must be as simple as the borrower's mind, but the law of the borrower must be as simple as the borrower's mind.



The park was indeed the delight of sitting on the mossy air with the fragrance of cedar, yew,

from the grapes and storage in popular in the winter. Finally, too, a great deal of such variety. There are a number of ready-to-eat varieties especially suitable for summer and hot climates that are served less frequently. Some of eggs of the plant can be brought through the kitchen and served before they have a chance to cool. Some of the more famous ones have been built with the idea of the "one-day" meal. In other, have others made to allow the cooking of some food at the table. If you are fortunate enough to have this convenience, find any in the market, and it will be a real treat.

[illegible]

*Journal of the American Academy of Child and Adolescent Psychiatry*

**A** THOUGH all these courses need present an overall picture of details of production and service are well planned. Choose a course with only one test examination; the first is sufficient in the kitchen, and most dishes which require more than one minute supervision. A grill restaurant is a best example may be prepared in advance and kept in the refrigerator. They are also made in about an hour, but not in the

















# "wouldn't take a Million Dollars for that Snapshot"



*It's the man she loves—in a glorious sparkling picture  
A snapshot so clear and lifelike it's beyond price*

She means it. Every word of it. All the treasure in all the world couldn't buy that simple snapshot.

It's only a picture . . . and yet . . .  
To her it's romance. Happiness. Hopes for the future.

It's the man she loves. Captured forever in a glorious, sparkling picture.

That, after all, is the joy of picture-taking. When you get the prints. Pictures beyond price. Only snap-

shots, perhaps—but clear and lifelike.

Remember that when you buy film. For no matter how fine your camera, it's as good as the film . . . and no better.

People say of Kodak Film . . . the dependable film in the yellow box . . . that "it gets the picture." It does. And with a clarity that's all its own. A fidelity of detail that makes snapshots almost live and breathe.

There are reasons for it, of course.

Kodak Film has what technicians call "speed." It "sees fast." Catches the image quickly . . . subtle tones as well as solid masses and high lights.

Another special feature is "range of feeling," latitude. You may set your camera for light conditions without

disturbing yourself about professional exactness. Kodak Film is the film that corrects exposure errors . . . it remembers that amateurs use it.

Finally, these valuable features are uniform. You may rely on the film in the yellow box with complete confidence. Roll after roll, month after month, you get the same good results under like conditions.

Kodak Film is sold everywhere. Ask for it by name—it gets the picture! Canadian Kodak Co., Limited, Toronto, Ont.



*Always ask for* **KODAK Film** *in the familiar Yellow E*